

IN THE CLAIMS:

Please cancel Claims 385, 386, 389, 391, 392, 393, 401 and 409 without prejudice or disclaimer of subject matter and add new Claims 418 and 419 as shown below. The claims, as pending in the subject application, read as follows:

1. to 417. (Canceled)

418. (New) An image forming system comprising an advertiser apparatus, an information control apparatus and an image forming apparatus, wherein said advertiser apparatus provides advertisement data, said information control apparatus manages output information, and said image forming apparatus prints print data generated from the output information and the advertisement data and charges for printing of the print data so that a printing fee is reduced in accordance with the advertisement data being printed,

said advertiser apparatus comprising:

a memory which stores a first computer program; and

a processor that executes the first computer program stored in said memory included in said advertiser apparatus, the first computer program comprising computer executable code that performs the steps of:

inputting an advertisement size of the advertisement data; and

transmitting the advertisement data and the input advertisement size thereof to said information control apparatus, and

said information control apparatus comprising:

a memory which stores a second computer program; and
a processor that executes the second computer program stored in said memory included in said information control apparatus, the second computer program comprising computer executable code that performs the steps of:

receiving a designation of a print sheet size and the output information, the designation being provided in accordance with a user's operation;

determining a layout which corresponds to a type of the output information designated in said designation receiving step, to secure an advertisement area on the determined layout; and

selecting the advertisement data having the advertisement size corresponding to the size of the advertisement area secured in said layout determining step, from the advertisement data transmitted to said information control apparatus in said advertisement data transmitting step so that said image forming apparatus generates the print data to lay out the output information designated in said designation receiving step and the advertisement data selected in said advertisement data selecting step, in accordance with the layout determined in said layout determining step.

419. (New) An image forming system according to claim 418, wherein said first computer program in said advertiser apparatus further inputs, in said inputting step, information indicating a position on the print sheet, where the advertisement data is to appear, and further transmits the input position information to said information control apparatus in said advertisement data transmitting step,

and wherein said second computer program in information control apparatus selects, in said advertisement data selecting step, the advertisement data which has the position information indicating the position corresponding to that of the advertisement area.